

**IN THE CLAIMS:**

1 -39. (Cancelled)

40. (Currently Amended) A method for providing location based services in a wireless network comprising:

receiving, on a network platform in communication with a subscriber using a mobile unit via an air interface, a service request requesting information regarding said location based services;

obtaining, on said network platform, location information regarding a location of said mobile unit determined using a network assisted location finding technology, said technology being operative to provide location information regarding said mobile unit based at least in part on a position of the mobile unit in relation to a known location of a stationary ground based network device in communication with the mobile unit;

identifying, on said network platform, a number of candidate service providers from a database of service providers, including first and second service providers and further identifying first and second service provider information associated with the first and second service providers based upon said determined location of said mobile unit;

storing ~~selection~~ prioritization information relating to selecting from said number of candidate service providers a subset of service providers for use in presenting service provider information to a subscriber, said prioritization information establishing a basis independent of proximity for prioritizing said first and second service provider information;

based upon said stored ~~selection~~ prioritization information, selecting one of said first and second service provider information; and

outputting said selected one of first and second service provider information to said mobile unit, free from the other one of said first and second service provider information, based upon said step of selecting.

41 -44. (Cancelled)

45. (Previously Amended) A method as set forth in Claim 40, wherein said network assisted location finding technology is operative to analyze signals communicated between said network

platform and said mobile unit, and wherein said analyzing comprises utilizing one of a cell/sector, microcell, angle of arrival, time of arrival, and time delay of arrival technology.

46. (Previously Amended) A method as set forth in Claim 40, wherein said location information regarding said mobile unit is received on said network platform, and said location information originates at least in part from location equipment separate from said mobile unit.

47. (Previously Amended) A method as set forth in Claim 40, wherein location information is received in a first form relating to a topology of said network, and wherein said identifying comprises converting said first form location information into a second form and using said converted location information in said second form to locate said first and second service providers.

48. (Previously Amended) A method as set forth in Claim 40, wherein said identifying comprises obtaining one of a local condition and a service provider location relative to said location of said mobile unit.

49. (Previously Added) A method as set forth in Claim 48, wherein said local condition comprises one of traffic, road and weather information.

50. (Currently Amended) A method as set forth in Claim 48, wherein said service location ~~related~~ relates to one of a food, lodging, store, towing and service station location.

51. (Previously Amended) A method as set forth in Claim 40, wherein said outputting said information comprises causing an audio signal to be transmitted to said mobile unit.

52. (Previously Amended) A method as set forth in Claim 40, wherein said outputting said information comprises causing display information to be transmitted to said mobile unit.

53. (Previously Amended) A method as set forth in Claim 40, wherein said step of storing is performed on said network platform.

54. (Cancelled)

55. (Previously Amended) A method as set forth in Claim 40, wherein said network platform comprises a mobile telephone network platform associated with a mobile telephone network switch and wherein said receiving comprises receiving a network message transmitted to said network platform from said switch.

56-75. (Cancelled)

76. (Previously Added) A method for providing location based services in a wireless network comprising the steps of:

receiving, on a network platform in communication with a subscriber using a mobile unit via an air interface, a service request requesting information regarding said location based services;

obtaining, on said network platform, location information regarding a location of said mobile unit determined using a network assisted location finding technology, said technology being operative to provide location information regarding said mobile unit based at least in part on a position of the mobile unit in relation to a known location of a stationary ground based network structure;

identifying, on said network platform, first and second service providers and associated first and second service provider information based upon said determined location of said mobile unit wherein said first service provider is farther from said mobile unit than said second service provider;

accessing stored subscriber independent prioritization information relating to a prioritization for presenting service provider information to a subscriber, said stored prioritization information establishing a basis independent of proximity for prioritizing said first and second service provider information;

based upon said stored prioritization information, prioritizing said first and second service provider information, wherein said first location information is assigned a higher priority than said second location information; and

Sub  
FI

outputting both said first and second service information on said mobile unit based upon said step of prioritizing.